



Radisys Engage Intelligent Virtual Assistant Solution

Boost Customer Experience and Improve Contact Center Efficiency

Interactive Voice Response (IVR) systems are a prime operational service that helps companies provide services to their customers. Yet, many IVRs reside on legacy ecosystem platforms that subject callers to confusing and frustrating button-pushing. These relics that kicked off new ways of handling customer centers are not able to provide efficient and quick support for today's customers' demands.

Legacy solutions reside on rigid platforms that endure long update cycles and deployments that can require from weeks to months to make changes through the system. “Upgradability” and “flexibility” are not in their vocabularies. The hard and fast procedures that vendors created to provide “high-quality and secure” systems used with a single approach continuously extend new functionality to the existing system in order to offer new capabilities and support new services while leveraging the existing functions residing on the infrastructure. With this “add-on” approach, the systems have grown in complexity forcing customers into a complex interaction that requires long connection times and often extended hold times to speak with a customer care representative. These fundamental capabilities are increasing costs to the call center and intensifying the frustration of customers. With more customers accessing the system, the volume of calls is leading to hours of call hold times.

Today’s new technologies provide the foundation for solutions that can significantly improve the customers’ call center experiences. With call volumes increasing by two-fold and the need for businesses to maintain costs, companies need efficient and cost-effective solutions that meet the needs of today’s customers. Incorporating intelligent automation that creates efficient ways to engage customers provides a practical and flexible method for satisfying customer expectations. The Radisys Engage Intelligent Virtual Assistant delivers these benefits without breaking the bank.

THE CONVERSATIONAL SELF-SERVICE VIRTUAL ASSISTANT

Old IVR systems are fraught with problems that cannot solve today’s intelligence-driven customer care center. These traditional IVR platforms do not engage the customer but use pre-programmed questions that only accept specific answers. They rely on Dual-Tone Multi-Frequency (DTMF) tones generated by the caller’s device, which is the same technology used in the creation of the systems many years ago. While digits serve as a suitable mechanism for collecting numerical information and responding to the legacy prompts used in navigating the customer care center interface, numbers are restrictive. These legacy IVR systems are inflexible to the needs of today’s businesses as they place customers at the mercy of pre-programmed logic that is neither intuitive nor engaging.

Engage Intelligent Virtual Assistant offers self-service automation that both reduces operational costs and creates a pleasant, friendly, and informative customer experience:

Personalized Engagement: Using Natural Language Understanding (NLU) and AI-based voice-processing, the Engage Intelligent Virtual Assistant quickly establishes a positive demeanor with the customer to create a smooth experience. Engaging the customer with their name and providing personalized messages can create a richer and deeper interaction that has high potential for building trust and loyalty resulting in higher customer retention.

Highly Efficient Call Center Resources: The Engage Intelligent Virtual Assistant leverages AI-driven intelligent automation to respond to most (if not all) FAQ-oriented engagements without any need for the customer to speak to an agent. The intelligent automation delivers a consistent and controllable response to customer questions while preserving high-value subject matter experts for handling issues that require human discussions.

Call Center Challenges

- Reduce time to resolution
- Improve customer experience
- Optimize cost
- Efficient use of experts

Always Available: The personalized experience of the Engage Intelligent Virtual Assistant is not bounded by coffee breaks or personal time off. The ability to deliver the correct and accurate response at any time of day, on any day of the year builds loyalty with customers.

Unbounded Call Support: The cost-effective cloud-based scalability of the Engage Intelligent Virtual Assistant allows it to grow to meet the needs of the business. The efficiency of handling these types of calls also drives a significant increase in call center productivity, as the Intelligent Virtual Agent can manage hundreds of questions simultaneously.

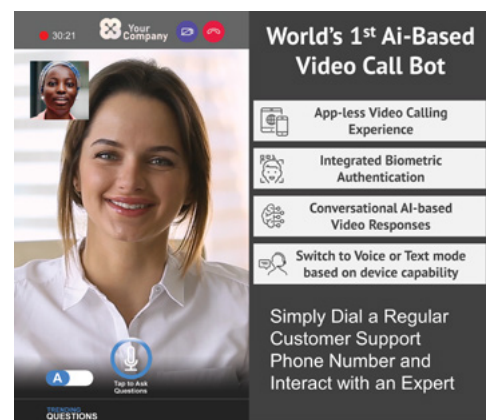
Intelligent Processing: The AI-based Intelligent Virtual Assistants can expand their understanding of questions and interactions with each experience as they occur. The voice-based real-time analysis means these assistants listen to the question, interpret it in any language, and smartly ask clarifying questions to get to the root of the call. The Virtual Assistant can then provide next step options like providing links to video demos of the product, book an appointment, take an order, or transfer the call to live chat or live call agent.

SPEECH ENABLEMENT IS GREAT—VIDEO INTERACTIONS ARE AWESOME!

Customers seeking assistance and guidance are eager to get their answers quickly and efficiently. In many cases, they prefer interacting with a human being—a capability that all automated solutions lack today. Engage Intelligent Virtual Assistant solution offers an integrated AI-based video call bot that creates a more intimate experience for one-on-one video interactions with customer service, sales, and brand engagement—just like live video calls.

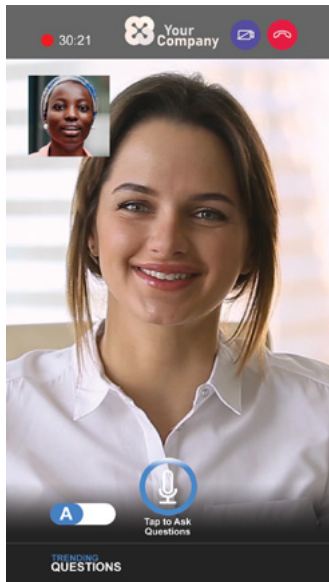
This unique and patented industry-first approach enables video-based digital engagement while achieving cost efficiencies of automation. The AI-enabled system answers the verbal requests with short video responses from humans—not computer-generated avatars. Businesses can personalize video interactions by overlaying content and call-to-actions that are unique to the interaction. The overlaid personalized content can be based on customer profile, historical purchases, special interests or promotions and other information that is accessible via backend CRM integration.

By providing intelligent video responses to customer queries, the Engage Intelligent Virtual Assistant is enabling better use of expert agents at the call center. Businesses now have a new model for resolving customer issues faster, increasing sales, reducing support costs, and boosting customer satisfaction.



BOOSTING CUSTOMER SCORES BY MEETING THEM WHERE THEY ARE

With the emphasis on quickly resolving customer's queries, the virtual assistant solution must be simple and adapt to the mode and channel in which customer desires to interact. The Engage Intelligent Virtual Assistant is a highly flexible platform that not only enables fully conversational self-service assistant but also allows the business to choose how they want to support their customers. The Intelligent Virtual Assistant supports voice, video, text, and chat to ensure that the customer can engage with the brand from any platform they choose—their social media, their loyalty app, their website, or telephony. Customers can enjoy even the video-based assistance by dialing a regular customer support number,



Do away with outdated IVR and upgrade to Live Customer Care—just like live video calls.



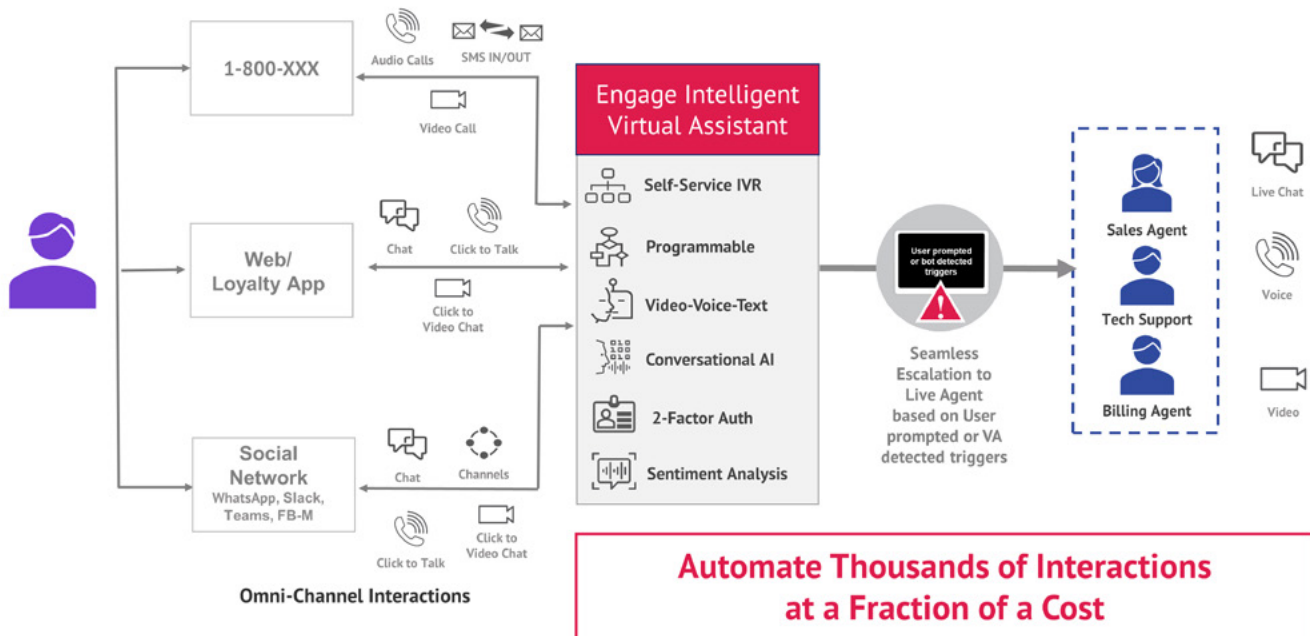
Enable One-on-One video interactions with an influencer, subject matter expert, and brand ambassador with whom the customer can associate.



Make the interaction immersive by showing a video, graphics, or images to the customer. Use the entire screen real estate.

using a Video over LTE (ViLTE) capable 4G/LTE or 5G smartphone (no app download required). The customer can use any mode of communication; the Intelligent Virtual Assistant can adapt on the fly to any desired communication format and move between modalities.

Engage Intelligent Virtual Assistant for Self-Service Automation



The Engage Intelligent Virtual Assistant is an omnichannel self-service automation system that offers companies the tools needed to create authentic and engaging customer experiences. The programmable system allows companies to tailor customer engagements in a variety of ways. From providing self-service IVR functions to handling highly complex support scenarios that include compliant security, user authentication, and sentiment analysis, the AI-powered Intelligent Virtual Assistant enables premium omnichannel customer engagement.

In addition to providing compelling experiences, Engage Intelligent Virtual Assistant is easy to deploy and use. The infrastructure-agnostic system leverages cloud-based connectivity so that the Engage Intelligent Virtual Assistant seamlessly interfaces with existing touchtone IVR systems and contact center PBX and ACD systems. This deployment approach requires no training or other impact on experts in the call center. The Intelligent Virtual Assistant is transparent to the call center agents – except for the fact that it is handling the more straightforward cases and collecting information for calls that need the high-value expertise of the contact center’s experts.

INCREASE THE BUSINESS BOTTOM LINE

Personalization and automation in the call center can also help create new revenue opportunities. Leveraging the conversational engagement between a video kiosk and call center provides outreach to identify new sales opportunities. The success rate will dramatically go up when an engaging voice or video greets the target immediately, as opposed to having to wait for the ACD system to connect the unexpected call to a sales agent and these waits usually result in missed opportunities.

Engaging potential customers on their turf with automated text, voice, and video-based engagement shows an engaged company and ultimately promotes the company brand in the market. The marketing campaigns that target potential clients using the means that align with how the client communicates can result in opportunities that have more interest. The intelligent system introduces the prospect using a personalized approach to confirm interest in the product, and once confirmed, the video or voice bot engages in a short conversation with the candidate until the sales agent “arrives,” at which point the bot can introduce the agent. The Intelligent Virtual Assistant can provide a smooth and successful transition that not only educates the prospect but keeps their interest while the agent reviews their customer’s needs and aligns their pitch to those needs.

24x7 Instant Responsiveness



Text

Voice

Video

Intelligent Routing

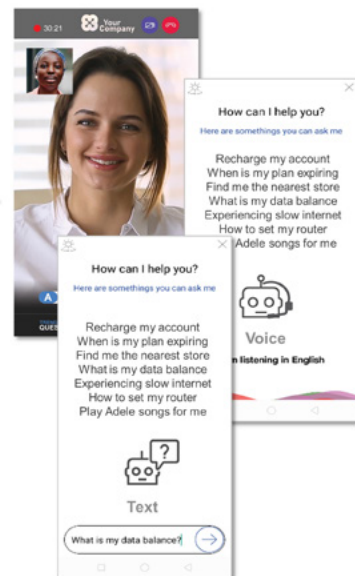
- Routing to Live Agent
- Request Call Backs
- Call Redirects to Chat
- Lead Qualification

Virtual Concierge

- FAQs
- Balance Lookups
- Flight Status
- Marketing Promotions
- Surveys
- Appointment Reservations

Virtual Commerce







- Payment Processing
- Book a Cab
- Flight Reservation
- Online Shopping



IMPROVE YOUR CUSTOMER EXPERIENCE WITH ENGAGE INTELLIGENT VIRTUAL ASSISTANT

Businesses now have a better, more efficient way to support their customer care center and grow their business using personalized and interactive engagements. Responding to customer questions with the right information in the format they desire at any time provides the positive customer experience that builds and reinforces customer loyalty.

Now is the time to support your customer base with Radisys Engage Intelligent Virtual Assistant!

 <p>Enhances Customer Satisfaction</p> <p>Automated self service interactions via video-voice-text</p>	 <p>Intuitive & Easy to Customize</p> <p>Web-based drag and drop. No coding skill required.</p>	 <p>Accelerates Time to Market</p> <p>In-network deployment and Software-as-a-Service Flexibility</p>
 <p>Secure & Scalable</p> <p>Cloud-Native, Encrypted, GDPR Compliant</p>	 <p>Cost Effective</p> <p>In-Call speech recognition with significant cost savings</p>	 <p>No Forklift Upgrade</p> <p>Interoperates with existing Contact Center Software</p>

Why Radisys

- 25+ years of domain knowledge and telecom system integration expertise to solve most complex and mission critical deployment challenges
- 300+ LTE and 5G focused engineers with experience with cloud business models
- Key Integrator for CORD, TIP, xRAN
- Radisys LTE/5G software frameworks dramatically accelerate customers roadmap and thereby shortens their deployment timeline by 30% – 60%
- Enables service innovation at lower operation cost



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